

<b>Notice of Allowability</b>	<b>Application No.</b> 10/062,340 <b>Examiner</b> James H. Blackwell	<b>Applicant(s)</b> NEAL ET AL. <b>Art Unit</b> 2176
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-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address--

All claims being allowable, PROSECUTION ON THE MERITS IS (OR REMAINS) CLOSED in this application. If not included herewith (or previously mailed), a Notice of Allowance (PTOL-85) or other appropriate communication will be mailed in due course. THIS NOTICE OF ALLOWABILITY IS NOT A GRANT OF PATENT RIGHTS. This application is subject to withdrawal from issue at the initiative of the Office or upon petition by the applicant. See 37 CFR 1.313 and MPEP 1308.

1.  This communication is responsive to RCE with IDS filed 01/04/2007.
2.  The allowed claim(s) is/are 1-11, and 25-47 renumbered 1-34.
3.  Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
  - a)  All
  - b)  Some\*
  - c)  None
 of the:
  1.  Certified copies of the priority documents have been received.
  2.  Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
  3.  Copies of the certified copies of the priority documents have been received in this national stage application from the International Bureau (PCT Rule 17.2(a)).

\* Certified copies not received: \_\_\_\_\_.

Applicant has THREE MONTHS FROM THE "MAILING DATE" of this communication to file a reply complying with the requirements noted below. Failure to timely comply will result in ABANDONMENT of this application.  
**THIS THREE-MONTH PERIOD IS NOT EXTENDABLE.**

4.  A SUBSTITUTE OATH OR DECLARATION must be submitted. Note the attached EXAMINER'S AMENDMENT or NOTICE OF INFORMAL PATENT APPLICATION (PTO-152) which gives reason(s) why the oath or declaration is deficient.
5.  CORRECTED DRAWINGS (as "replacement sheets") must be submitted.
  - (a)  including changes required by the Notice of Draftsperson's Patent Drawing Review (PTO-948) attached
    - 1)  hereto or 2)  to Paper No./Mail Date \_\_\_\_\_.
  - (b)  including changes required by the attached Examiner's Amendment / Comment or in the Office action of Paper No./Mail Date \_\_\_\_\_.

Identifying indicia such as the application number (see 37 CFR 1.84(c)) should be written on the drawings in the front (not the back) of each sheet. Replacement sheet(s) should be labeled as such in the header according to 37 CFR 1.121(d).
6.  DEPOSIT OF and/or INFORMATION about the deposit of BIOLOGICAL MATERIAL must be submitted. Note the attached Examiner's comment regarding REQUIREMENT FOR THE DEPOSIT OF BIOLOGICAL MATERIAL.

#### Attachment(s)

1.  Notice of References Cited (PTO-892)
2.  Notice of Draftsperson's Patent Drawing Review (PTO-948)
3.  Information Disclosure Statements (PTO/SB/08),  
Paper No./Mail Date 01/04/2007
4.  Examiner's Comment Regarding Requirement for Deposit of Biological Material
5.  Notice of Informal Patent Application
6.  Interview Summary (PTO-413),  
Paper No./Mail Date \_\_\_\_\_.
7.  Examiner's Amendment/Comment
8.  Examiner's Statement of Reasons for Allowance
9.  Other \_\_\_\_\_



Doug Hutton  
Primary Examiner  
Technology Center 2100

## DETAILED ACTION

### REASONS FOR ALLOWANCE

1. The following is an examiner's statement of reasons for allowance: The prior art of record either alone or in combination, fails to teach, suggest, or render obvious the combined limitations of each of the independent claims.
  
2. In particular, the prior art attributable to K. Fink, "Overview of PivotTables and PivotCharts in Microsoft Access 2002", discloses two views: PivotTables and PivotCharts. The view that is comparable to the instant invention is the PivotTable view (note that PivotTable and PivotChart are both registered trademarks of Microsoft Corporation).

Claim 1 of the instant invention discloses:

*"A method comprising:*

*displaying a list of items in an electronic catalog, each item corresponding to a row of the display, each row having values corresponding to attributes of the corresponding items arranged into attribute columns;"*

Fink essentially discloses a PivotTable view, where a PivotTable is described as "*just an interactive table that you can use to analyze data in different ways*". Fink further discloses that PivotTables are best used to "*create grouped summary reports*".

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3. Claim 1 of the instant invention discloses essentially a table for displaying catalog items (e.g., products for sale) where each "product" has associated with it a number of "attributes" with "values". Each of the "products" creates a row consisting of "attribute values" (e.g., weight, price, size, etc.). Each of the "product attributes" when combined with other "product rows" create "attribute columns".

4. Fink defines the claimed "items" as "Fields". So, a table can be similarly constructed as described in Claim 1 using "Row Fields" which consist of "items of data". A Column Field is constructed for each unique "item of data" in a Row Field.

5. At this point, Fink's table would not be in the form of a PivotTable. The Table as constructed in Claim 1 would similarly not be described as a PivotTable.

6. To arrive at a PivotTable with Fink requires a Wizard, which first constructs a "template" with blank areas for the "dragging and dropping" of "Row Field(s)", "Column Field(s)", as well as "Calculated Fields" and "Total(s) Fields" (not seen as being applicable to claim 1).

7. Focusing on the dragging and dropping of a Row Field into a Row Field Area (recall a Row Field consists of items of data, and each item of data defines a Column Field), when a Field is dropped onto the Area designated for Row Fields, a row is constructed for every unique item of data in that field. From this, one can infer that

identical or "redundant" items are not repeated.

8. This feature is closely related to the claimed limitation of "*grouping some of the displayed items based on a selected attribute upon receiving a grouping command from a viewer of the display so that the grouped items are displayed in a single row having attributes corresponding to attributes of the grouped items and attribute values corresponding to the attribute values of the grouped items ...*", where the grouping is performed after the data is initially displayed. Fink implies however that one begins with data in a tabular form in another "view" (DataSheet or Form, Pg. 1, 4<sup>th</sup> Paragraph). Thus, Fink discloses the limitation.

9. Fink does not expressly disclose the limitation of "*expanding the grouped items upon receiving an expand command from a viewer of the display so that the grouped items are each displayed in a separate row, wherein the expand command is received after displaying the list of items and after a group command is received*". Fink only discloses a grouping step. This claim limitation is further distinguished from Fink in that it requires an *expand command* to be performed *only after* a grouping command has been performed.

10. Furthermore, Fink does not disclose the claimed limitation of "*removing a row/column corresponding to an item or to grouped items from the display upon receiving a row/column remove command from a viewer of the display, wherein the*

*row/column remove command is received after displaying the list of items". In fact, Fink's PivotTable "view" is read-only, implying that a remove command could not be performed as it is in the instant invention.*

11. Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."

### ***Conclusion***

12. Any inquiry concerning this communication or earlier communications from the examiner should be directed to James H. Blackwell whose telephone number is 571-272-4089. The examiner can normally be reached on Mon-Fri.

13. If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Heather R. Herndon can be reached on 571-272-4136. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

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14. Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

James H. Blackwell  
02/15/2007



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